



3RNet

annual report

October 1, 2018 to September 30, 2019

3RNET BY THE NUMBERS

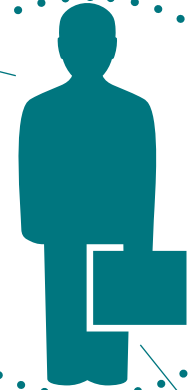
This report reflects accomplishments from October 1, 2018 to September 30, 2019



54 Organizational Members
1,530,733 Page Views
66,052 Users
15 Associate Members



4 Staff Members



4,959 New Candidate Registrations
63,890 (and counting) Total Active Healthcare Professionals

123,973 Website Sessions



9 Board Members (Organizational Member-Elected)

4,446 Jobs Posted

1,676 Placements
Estimated Impact: \$1.6 Billion

321 New Facility Registrations

4,446 Job Postings
Estimated Impact: \$1.3 Million

Estimated Impact in FY 19: **\$1.6 Billion**

6,655 (and counting) Total Registered Healthcare Facilities



One mission: To ensure access to quality healthcare for rural and underserved America

3RNet



National Rural Recruitment and Retention Network

ABOUT 3RNET

3RNet is made up of two parts: our national network of members, and our website, www.3RNet.org. Our members work to connect facilities and candidates through our online job portal.

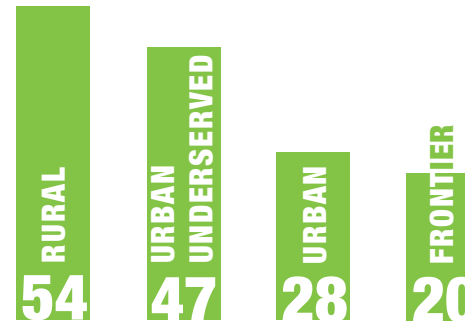
TYPES OF MEMBERS

- 28** State Offices of Rural Health
- 19** Primary Care Offices
- 11** Primary Care Associations
- 6** Nonprofits
- 3** Area Health Education Centers
- 2** Federal Agencies
- 1** Sovereign Nation

* members can respond as belonging to more than one type



COMMUNITY TYPES SERVED



* based on federal definitions



FACILITY TYPES SERVED



- 51** Community Health Centers
- 48** NHSC Loan Repayment Sites
- 44** Critical Access Hospitals
- 43** Rural Health Clinics
- 31** NHSC Scholar Sites
- 19** Indian Health Service Facilities
- 17** Tribal Health Facilities
- 13** Veterans Affairs Sites

COLLABORATION

* Organizations our members collaborate with



- 34** Primary Care Offices
 - 28** State Offices of Rural Health
 - 26** Primary Care Associations
 - 24** Area Health Education Centers
- Other Responses:** CAH Networks, Public Universities, NHSC Sites, Governor's Office of Economic Development, 3RNet Associate Members

MEMBER ACCOMPLISHMENTS

ENGAGE CANDIDATES

1,493 Physician Registrations

Top Specialties

- Family Medicine – 514
- Internal Medicine – 246
- Hospitalists – 149
- Pediatrics – 101
- Psychiatry – 44
- OB/GYN – 25
- General Surgery – 14

3,466 Non-Physician Registrations

Top Professions

- Nurse Practitioners – 1,145
- Dentists – 352
- Physician Assistants – 334
- Registered Nurses – 247
- Social Workers – 171
- Pharmacists – 132

Physician Referrals = 182,209

	Rural	Frontier	All Other	Total
Internal Medicine	23,620	2,825	13,704	40,149
Family Medicine	20,690	3,244	12,081	36,015
Pediatrics	4,655	555	3,203	8,413
Psychiatry	3,151	390	1,941	5,482
General Surgery	2,884	271	1,910	5,065
Obstetrics/Gynecology	2,066	287	1,584	3,937
Internal Medicine/Pediatrics	147	2	62	211
Other	44,673	8,456	29,808	82,937
Total	101,886	16,030	64,293	182,209

Non-Physician Referrals = 185,196

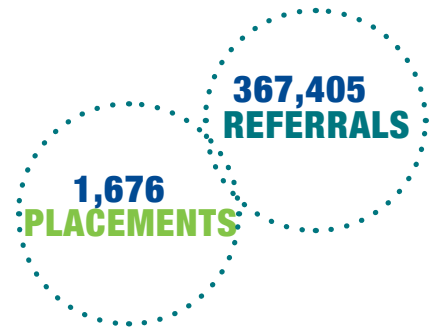
	Rural	Frontier	All Other	Total
Nurse Practitioners	39,574	9,720	26,985	76,279
Dentists	19,750	1,837	12,956	34,543
Physician Assistants	9,153	1,393	6,769	17,315
Registered Nurses	7,316	2,013	5,232	14,561
Pharmacists	2,989	827	2,278	6,094
Social Workers	2,061	315	1,521	3,897
Psychologists	586	113	335	1,034
Marriage & Family Counselors	233	26	123	382
Other Non-Physician Positions	14,586	3,610	12,895	31,091
Total	96,248	19,854	69,094	185,196

There are three **core functions** to a 3RNet membership: engaging candidates, working with facilities, and being the trusted resource for health care jobs in rural and underserved communities.

J-1 Placements = 614

	Total
Internal Medicine	55
Family Medicine	41
Pediatrics	18
Psychiatry	15
General Surgery	2
Obstetrics/Gynecology	2
Internal Medicine/Pediatrics	0
Other	481
Total	614

Our number of J-1 placements is included in our total number of physician placements: 994.



Physician Placements = 994

	Rural	Frontier	All Other	Total
Family Medicine	158	10	118	286
Internal Medicine	63	0	70	133
Psychiatry	10	0	72	82
Pediatrics	21	0	25	46
Obstetrics/Gynecology	17	0	13	30
General Surgery	4	0	2	6
Internal Medicine/Pediatrics	3	1	0	4
Other Physician	103	0	304	407
Total	379	11	604	994

Non-Physician Placements = 682

	Rural	Frontier	All Other	Total
Nurse Practitioners	111	16	70	197
Dentists	76	4	44	124
Physician Assistants	54	17	27	98
Registered Nurses	47	0	14	61
Social Workers	22	11	18	51
Psychologists	5	0	12	17
Pharmacists	13	2	1	16
Marriage & Family Counselors	12	0	1	13
Other Non-Physician Positions	52	5	48	105
Total	392	55	235	682

WORKING WITH FACILITIES

1,938 Physician Opportunities Posted

Top Specialties

- Family Medicine – 729
- Internal Medicine – 228
- Pediatrics – 127
- Psychiatry – 151
- Obstetrics/Gynecology – 73

2,508 Non-Physician Opportunities Posted

Top Professions

- Nurse Practitioners – 442
- Registered Nurses – 393
- Dentists – 270
- Physician Assistants – 150
- Physician Assistants/Nurse Practitioners – 96

STAFF ACCOMPLISHMENTS

3RNet Staff and Board of Directors participated in a two-day strategic planning event in St. Louis resulting in the creation of a two-year strategic map for our organization. The 2019 - 2020 3RNet Strategic Map outlines major priorities within the focus areas of membership, identity, candidates, and revenue/partnerships. Strategic focus for these areas (as listed on the strategy map) are:

- **Membership:** We will support all members in their access to and usage of 3RNet services
- **Identity:** We will continue to strengthen the identity of 3RNet to all audiences through consistent branding and storytelling.
- **Candidates:** We will seek to continuously grow the 3RNet pool of health professional candidates with emphasis on primary care physicians and care team health professions.
- **Revenue/Partnerships:** We will continue to seek new income sources and partnerships that will both enhance our mission and diversify our revenue streams.

We engaged our long-time web development team, Iowa Computer Gurus, in **creating and deploying of one of our most significant and robust website upgrades ever**. Website updates include the ability for 3RNet members to send referrals (either automatically or manually) through the 3RNet website and the addition of “My Candidates” which allows members to option track their interactions with job seekers in customizable ways. Other updates include bringing 3RNet.org up to speed when it comes to data collection best practices.

ACT AS THE TRUSTED RESOURCE

Technical Assistance By Facility Type

- Rural Health Clinics – 1,506
- Community Health Centers – 1,415
- Critical Access Hospitals – 754
- Other – 1,007

Numbers indicate how many facilities (i.e. how many hospitals or clinics) our members helped

Marketing/Educational Resources Utilized By Members

- Exhibits/job fairs – 30
- 3RNet promotional items – 32
- 3RNet flyers – 30
- Email blasts – 27
- Residency visits – 26

N = Members using each resource

“3RNet is an awesome recruitment tool that is like a hidden gem and compliments our other recruitment methods. It serves as a vital tool in recruiting for our rural communities.”

- Tamekia Livingston-Willis, Human Resource Director,
Iberia Comprehensive Community Health Center,
Louisiana

A **new Organizational Member** joined our national network! We welcomed **Medi-Sota, Inc.**, as our new **Minnesota 3RNet Member**. Medi-Sota is a non-profit healthcare consortium of 35 rural health care providers in Minnesota. We are very excited to have them join 3RNet and bring our services to rural and underserved Minnesota!

Our **education outreach** continues to be in demand all across the country! We have continued to **provide relevant, valuable, in-person education around rural and underserved health care recruitment** to many members and facilities. During this time frame we presented in Rhode Island, Maine, and Missouri, just to name a few!

We have started to find ways in which we may support our **immigration coordinator community**, many of whom also serve as 3RNet members for their states! 3RNet took over the long time **J-1 Waiver data collection** and **hosted a pre-conference session focused on J-1 and immigration processes**. We look forward to continuing to find ways in which we may support this group's work and provide education and information around J-1 waivers and related immigration topics.

We developed a new concept around which we framed our 2019 Academy (and will use in our subsequent 2020 and 2021 Academics) -- the "**3RNet Recruiting for Retention hierarchy**" which uses Maslow's hierarchy of needs theory as a basis for how one can approach rural and underserved recruitment, as well as how this type of recruitment is different.



**NATIONAL RURAL
RECRUITMENT
& RETENTION
NETWORK**

IMPACT

994 Physician Placements

According to Rural Health Works, each primary care physician practicing results in adding 24.2 jobs and \$1.4 million in payroll. Applying this data to all of our physician placements, we added an estimated 24,055 jobs and \$1,391,600,000 in economic impact across the country!

295 Nurse Practitioner/Physician Assistant Placements

Rural Health Works estimates that each NP/PA placement adds 12.8 jobs and \$679,799 in payroll. Our nurse practitioner and physician placements added an estimated 3,776 jobs and \$200,540,705 in economic impact nationwide!

124 Dentist Placements

Rural Health Works estimates each dentist placement adds 7 jobs and \$400,000 in payroll. Our dentist placements added an estimated 868 jobs and \$49,600,000 in economic impact!

You can learn more about Rural Health Works' formula for these calculations for physicians, dentists, and nurse practitioners/physician assistants here: <http://ruralhealthworks.org/tools-templates/economic-impact/>

JOB POSTINGS

Dollars Saved

The cost of posting health professional jobs on online job boards vary, and they can also add up quick! If each post cost, for example, \$300, this means 3RNet saved safety net facilities an estimated \$1,333,800 in getting the word out about the opportunities they have available.

Opportunity Views

Job seekers viewed opportunities on 3RNet.org 217,500 times last year.

28,699 JOBS ADDED
+ \$1,641,740,705 ECONOMIC IMPACT
+ \$1,333,800 IN SAVINGS

IMPROVED ACCESS TO HEALTH CARE
NATIONWIDE.



A CLOSER LOOK AT THE DIFFERENCE WE MAKE

Commonwealth Healthcare Corporation in the Northern Mariana Islands recruited an Oncologist through 3RNet.

Over the past few years, the Commonwealth Healthcare Corporation and Saipan have used 3RNet as their primary source for finding and recruiting candidates and advertising open positions. Located in the Northern Mariana Islands, a little North of Guam, Saipan has only one hospital and ICU available. Being a remote island, the Commonwealth works to highlight the many reasons their employees choose to live and work there. Due to their unique environment, the hospital has adjusted their recruiting and hiring process to make sure that specialists who are passionate about their work are caring for their patients. In addition to a rewarding career, the islands offer many other benefits that keep their residents there long term including a reasonable cost of living, great restaurants, golf, water sports, diving, easy access to travel throughout the world, and an education system that continuously sends students to top universities throughout the United States, Europe, and Asia.



First Care Health Center in Park River North Dakota recruited a Radiology Technician through 3RNet.

This state-designated Level V Trauma Center employs more than 100 people to treat Park River and surrounding communities. The employees start and stay at FCHC because they feel like they are recognized and appreciated every day. FCHC believes that taking care of their employees allows them to provide quality care to their patients. In addition to creating a supportive environment for their staff, FCHC has added a new clinic, a modernized inpatient area and emergency room along with a new procedure room and prep area. Stacy Kusler, our North Dakota 3RNet member and a North Dakota native has worked with FCHC and connected them to 3RNet and FCHC shared she is always available to assist with their recruitment efforts. First Care Health Center is proud to serve their community with “professional care with a personal touch”.

Fairfield Medical in Winnsboro, South Carolina recruited a Physician and Physician Assistant through 3RNet.

This small network of health centers in central South Carolina serves three counties with only nine healthcare professionals. Now that is something to be proud of! Two of these professionals, a Physician and a Physician Assistant, were recruited through 3RNet. Fairfield Medical connected with 3RNet through our South Carolina member, Jessica, at the South Carolina Office of Rural Health. Once they identified their needs, Jessica connected them with providers to fill each role. Each facility is filled with warm hearts and smiles, which is one of the many reasons patients don't mind visiting Fairfield Medical. Fairfield Medical offers many tests in-house which allows them to receive results and provide treatment faster. The healthcare network feels their biggest advantage is being independently owned. The centers don't carry the stress of a big hospital and are able to make effective changes as they see fit without executive approval. Fairfield Medical plans to continue the growth of their network throughout rural South Carolina.

